

## AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) At a server computing system that is at least intermittently connected to aone or more receiver modules~~computing system~~ in a network, wherein the server computing system comprises a planning module and a control module, wherein the planning module comprises an interface module, a data module, a reservation module, and an aggregation module, ~~wherein the receiver computing system includes a receiver module that is at least intermittently connected to the network and at least one processor, and wherein the one or more receiver modules~~ computing system is ~~are~~ configured to display advertisements associated with an advertising campaign on a display device, a method for scheduling the advertising campaign to achieve an advertising impression goal, the method comprising:

receiving at the control module historical data from the receiver modules, the historical data comprising data about delivered advertising impressions, geographic information, demographic information, time of day, and programming viewed with the advertising impressions;

aggregating the received historical data at the control module;

the control module applying a rule to the aggregation data, the rule being based upon the manner by which the historical data was collected by the receiver modules, to generate manipulated historical data comprising estimated data representative of all available receiver modules;

the planning module communicating with the control module;

delivering the manipulated historical data to the planning module;

~~a step for the server computing system receiving historical data at a planning module, the historical data representing a number and a type of a plurality of advertising impressions of advertisements viewed by one or more target viewers, wherein the server computing system receives the historical data in response to a receiver computing system performing the following steps:~~

~~receiving advertising content and corresponding metadata at a receiver module of the receiver computing system, wherein the metadata comprises target~~

~~information, a weight assigned to the advertising content, a time or times when the advertising content should be selected for display, advertising type indicating the advertising content is one of committed or flexible and further indicating whether a weight is absolute or relative, and geographic location in which the advertising content should be displayed;~~

~~then, even when the receiver computing system is disconnected from the server computing system, selecting the advertising content for display by the receiver module based at least upon the metadata that was received when the receiver computing system was intermittently connected to the server computing system, the selection of content being based at least in part on metadata indicating proper geographic location and time for particular advertising content to be displayed and a weight, the weight being specified by the metadata as one of absolute or relative;~~

~~displaying the advertising content on a display device connected to the receiver computing system;~~

~~the receiver computing system storing one or more records of historic advertising display data at the receiver module corresponding to advertisements that are selected by the receiver module for display and that are displayed by the receiver computing system; and~~

~~the receiver computing system transmitting over the network to a control module at the server computing system the one or more records of advertising display data stored on the receiver module;~~

~~a step for the planning module retrieving existing campaign data representing the number of the plurality of advertising impressions of the advertisements scheduled for future display to the one or more target viewers; and~~

~~the planning module a step for combining the historical data and the existing campaign data to generate a schedule of available advertising inventory, the schedule usable by an advertiser to reserve advertising inventory of the available advertising inventory for the advertising campaign so that the advertising impression goal for the~~

advertising campaign is achieved within the timeframe and among the one or more target viewers selected by the advertiser;

the interface module displaying information to a user to schedule an advertising impression goal;

the reservation module assigning weights to advertisements in the advertising campaign, the weights defining a type of display frequency for the advertisements and the advertisement content associated therewith;

storing advertisement content at the control module;

the control module generating one or more metadata files associated with advertisement content, the metadata files defining properties of the advertisement content comprising when the advertisement content is to be displayed to a viewer; and

the control module delivering advertisement content and metadata files associated with the advertisements to at least one receiver module.

2. (Original) A method as recited in claim 1, further comprising a step for displaying the schedule using a graphical user interface.

3. (Original) A method as recited in claim 1, further comprising a step for notifying an individual when the requested impression goal for the advertising campaign exceeds the available advertising inventory.

4. (Original) A method as recited in claim 1, further comprising a step for booking multiple advertising campaigns within the same timeframe and target, allowing the total advertising inventory to be split among these simultaneous campaigns according to various weights.

5. (Original) A method as recited in claim 4, further comprising a step for overbooking one or more entries in the schedule of the available advertising inventory.

6. (Original) A method as recited in claim 4, further comprising a step for resolving a conflict between the requested impression goal and the available advertising inventory.

7. (Original) A method as recited in claim 1, further comprising a step for defining each of the one or more target viewers, each target viewer being defined by at least one of advertisement location data, market area data, and data indicative of a time interval that the advertisement is active.

8. (Original) A method as recited in claim 1, further comprising a step for defining the advertisements as either a committed advertisement or a flexible advertisement.

9. (Original) A method as recited in claim 1, further comprising a step for weighting the advertisement, the weighting defining the frequency of display of the advertisement.

10. (Original) A method as recited in claim 1, further comprising a step for adjusting the advertising type and weights of different campaigns at various times to avoid conflicts or overbooking before or during a scheduled campaign.

11. (Currently Amended) A method as recited in claim 1, wherein the control module comprises an advertising module, a manager module, and a historical data module, and the method further comprising:

the advertising module storing data in a database, the data comprising advertisement content for advertisements.

~~step for receiving historical data comprises a step for receiving historical data from a control module remote from the planning module.~~

12. (Currently Amended) A method as recited in claim 1, wherein the data module comprises an overall advertising inventory module and an advertising detail inventory module,

the overall advertising inventory module providing a summary view of advertising impression inventory and scheduled advertising campaigns, including information about the total

number of advertising impressions available, total number of advertisements that have been scheduled as committed, total number of scheduled flexible advertisements and the total weight of flexible advertisements for any defined target criteria, and

the advertising detail inventory module 52 providing detailed scheduling information for each scheduled advertisement comprising information relating to each advertisement including the total impression goal and advertising weight for any defined target.

~~the step for retrieving schedule data comprises a step for retrieving, from a control module, the schedule data, the control module being remote from the planning module.~~

13. (Currently Amended) A computer program product for implementing a method for scheduling ~~the~~ an advertising campaign to achieve an advertising impression goal, the computer program product comprising:

a computer readable storage medium carrying computer executable instructions for implementing the method recited in claim 1.

14. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for displaying the schedule using a graphical user interface.

15. (Original) A computer program product as defined in claim 14, wherein the computer readable medium further carries computer executable instructions for performing the step for notifying an individual utilizing the planning module when the requested impressions of one or more advertising campaigns exceeds the available advertising inventory.

16. (Original) A computer program product as defined in claim 14, wherein the computer readable medium further carries computer executable instructions for performing the step for overbooking one or more entries in the schedule of the available advertising impressions.

17. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for defining a target viewer of the one or more target viewers, the target viewer being defined by at least one of demographic data, geographic data, time data, date data, and market area data.

18. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for defining each advertisement content as either a committed advertisement or a flexible advertisement.

19. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for weighting the advertisement, the weighting defining the frequency of display of the advertising content.

20. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for adjusting the advertising type and weights of different campaigns at various times to avoid conflicts or overbooking before or during a scheduled campaign.

21. (Currently Amended) In a system, including at least one processor, configured to schedule the display of an advertisement from an available advertising inventory of advertising impressions, a method ~~for weighting of assigning weights to~~ scheduled advertisements, the method comprising:

a step for identifying an advertising impression goal for the display of an advertisement to at least one target viewer;

a planning module calculating step ~~for defining~~ a weight for the advertisement based upon comparing the advertising impression goal and to the total available advertising inventory for the advertisement's target during a duration, the weight defining the display frequency of the advertisement to achieve the advertising impression goal;

designating the weight further being indicated as one of an absolute weight or a relative weight; and such that

wherein upon receiving the advertisement, a receiver computing system, ~~which receives the advertisement~~, selectively displays advertising content, based at least in part on:

the weight of the advertisement,

whether the advertisement was committed or flexible, wherein committed advertisements guarantee an impression frequency and flexible advertisements are selectively displayed within remaining available advertising inventory,

the target data and the absolute and relative weights of other advertising content having also been received by the receiver computing system

and on current viewer characteristics, the characteristics comprising time and geographic location..

22. (Previously Presented) A method as recited in claim 21, further comprising a step for identifying available advertising inventory from a total advertising inventory.

23. (Previously Presented) A method as recited in claim 21, further comprising a step for defining the advertisement as either a committed advertisement or a flexible advertisement.



24. (Original) A method as recited in claim 22, wherein the step for defining the weight comprises a step for defining the weight as either an absolute weight or a relative weight.

25. (Previously Presented) A method as recited in claim 23, wherein the weight for the committed advertisement can be used as either an absolute weight or a relative weight.

26. (Previously Presented) A method as recited in claim 23, wherein the weight for the flexible advertisement is a relative weight.

27 – 31. (Cancelled).

32. (Previously Presented) A method as recited in claim 21, wherein identifying an advertising impression goal for the display of an advertisement to at least one target viewer is part of an advertising campaign and wherein the advertising campaign is only one of one or more advertising campaigns, wherein the method further includes:

a step for defining one or more target attributes for the one or more advertising campaigns, each advertising campaign of the one or more advertising campaigns comprising a unique combination of the one or more attributes; and

a step for defining a weight for each advertising campaign of the one or more advertising campaigns, the weight for each advertising campaign defining the display frequency of the advertisement associated with the advertising campaign to achieve the advertising impression goal.

33. (Previously Presented) A method as recited in claim 32, wherein each of the one or more target attributes defines a dimension of a multidimensional storage structure.

34. (Previously Presented) A method as recited in claim 32, wherein each of the one or more target attributes is selected from the group consisting of a date attribute, a time attribute, a market area attribute, an advertising space attribute, or an advertising type attribute.

35. (Previously Presented) A method as recited in claim 32, wherein the step for defining the weight comprises:

a step for defining an advertising impression goal for an advertising campaign of the one or more advertising campaigns;

a step for identifying a total advertising inventory of advertising impressions for the unique combination of the one or more target attributes for the advertising campaign of the one or more advertising campaigns; and

a step for calculating the weight for the advertising campaign based upon the advertising impression goal and the total advertising inventory.

36. (Previously Presented) A method as recited in claim 32, further comprising a step for defining an advertising impression goal for an advertising campaign of the one or more advertising campaigns.

37. (Original) A method as recited in claim 35, further comprising a step for identifying a conflict between the advertising impression goal and a total available advertising inventory for the unique combination of the one or more target attributes for the advertising campaign.

38. (Original) A method as recited in claim 36, further comprising a step for adjusting the weight for the advertising campaign to resolve a conflict between the advertising impression goal and the total available advertising inventory.

39. (Original) A method as recited in claim 37, wherein the step for adjusting the weight is performed on a per attribute basis.

40. (Original) A method as recited in claim 37, wherein the step for adjusting the weight comprises:

- a step for separating the advertising campaign into a plurality of sub-advertising campaigns, each sub-advertising campaign comprising a sub-weight and a sub-advertising impression goal;

- a step for adjusting the sub-weight of one or more of the plurality of sub-advertising campaigns so that the sub-advertising impression goal of the sub-advertising campaign is equal to or less than the total available advertising inventory for the sub-advertising campaign; and

- a step for verifying that the aggregate of all sub-advertising impression goals is substantially equal to the overall advertising impression goal of the advertising campaign.

41. (Original) A method as recited in claim 36, further comprising a step for adjusting the advertising impression goal for a portion of the advertising campaign in conflict between the advertising impression goal and the total available advertising inventory.

42. (Original) A method as recited in claim 40, wherein the step for adjusting the advertising impression goal comprises:

- a step for separating the advertising campaign into a plurality of sub-advertising campaigns, each sub-advertising campaign comprising a sub-advertising impression goal;

- a step for adjusting the sub-advertising impression goal of one or more of the plurality of sub-advertising campaigns so that the sub-advertising impression goal of the sub-advertising campaign is equal to or less than the total available advertising inventory for the sub-advertising campaign; and

- a step for verifying that the aggregate of all sub-advertising impression goals is substantially equal to the overall advertising impression goal of the advertising campaign.

43. (Original) A method as recited in claim 37, wherein the step for adjusting the weight comprises a step for changing at least one of a date attribute, a time attribute, and a market area attribute of the advertising campaign to modify a portion of the advertising campaign to resolve the conflict between the advertising impression goal and the total available advertising inventory.

44. (Currently Amended) A method as recited in claim 21, further comprising:  
a step for defining the advertisement as either a committed advertisement or a flexible advertisement, wherein the committed advertisement is an advertisement that an advertiser, which is independent of the receiver computing system, has committed to broadcasting as part of an advertising campaign, and wherein a flexible advertisement is an advertisement that operates as a filler advertisement to be displayed when advertising inventory exists in excess of advertising utilized by the committed advertisement;~~;~~ and